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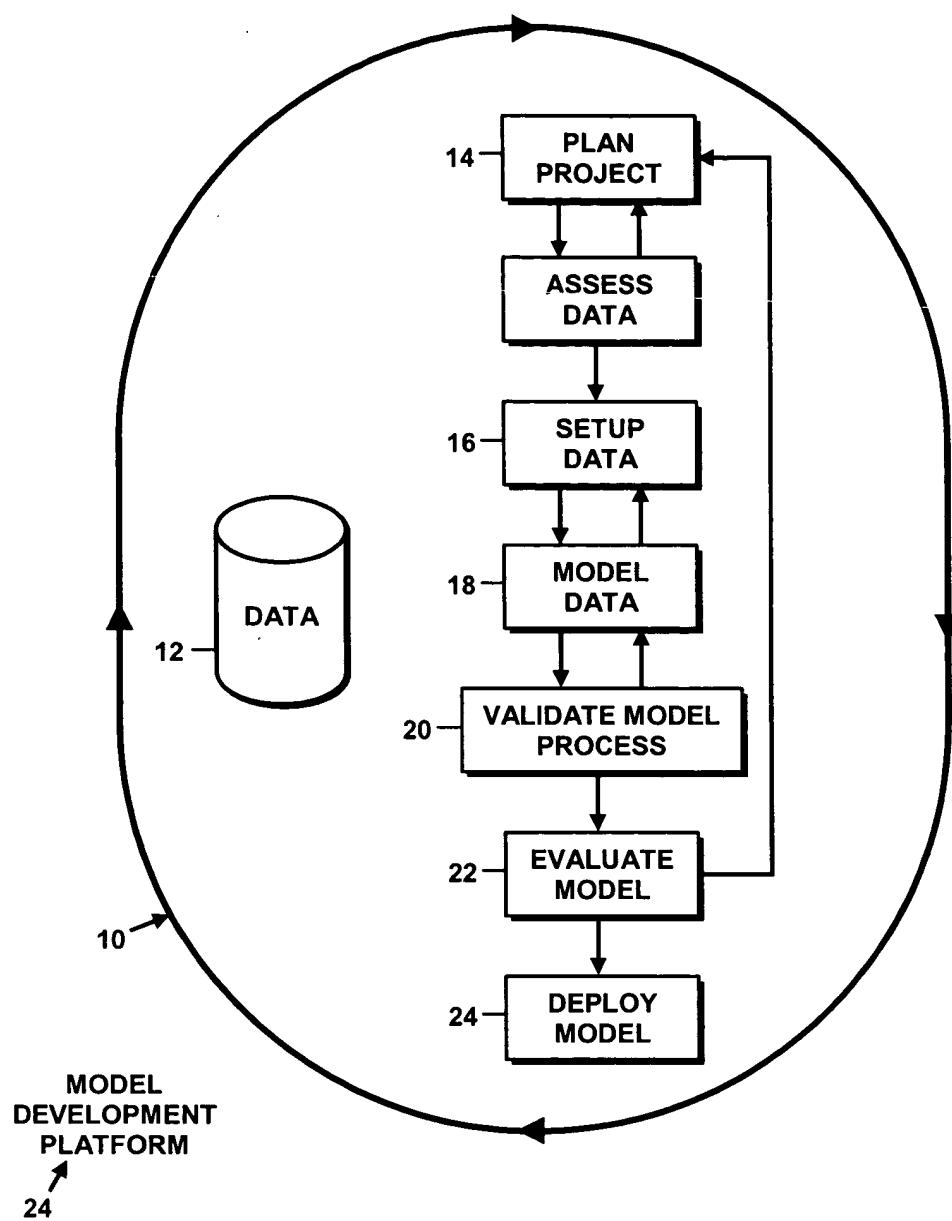


FIG. 1

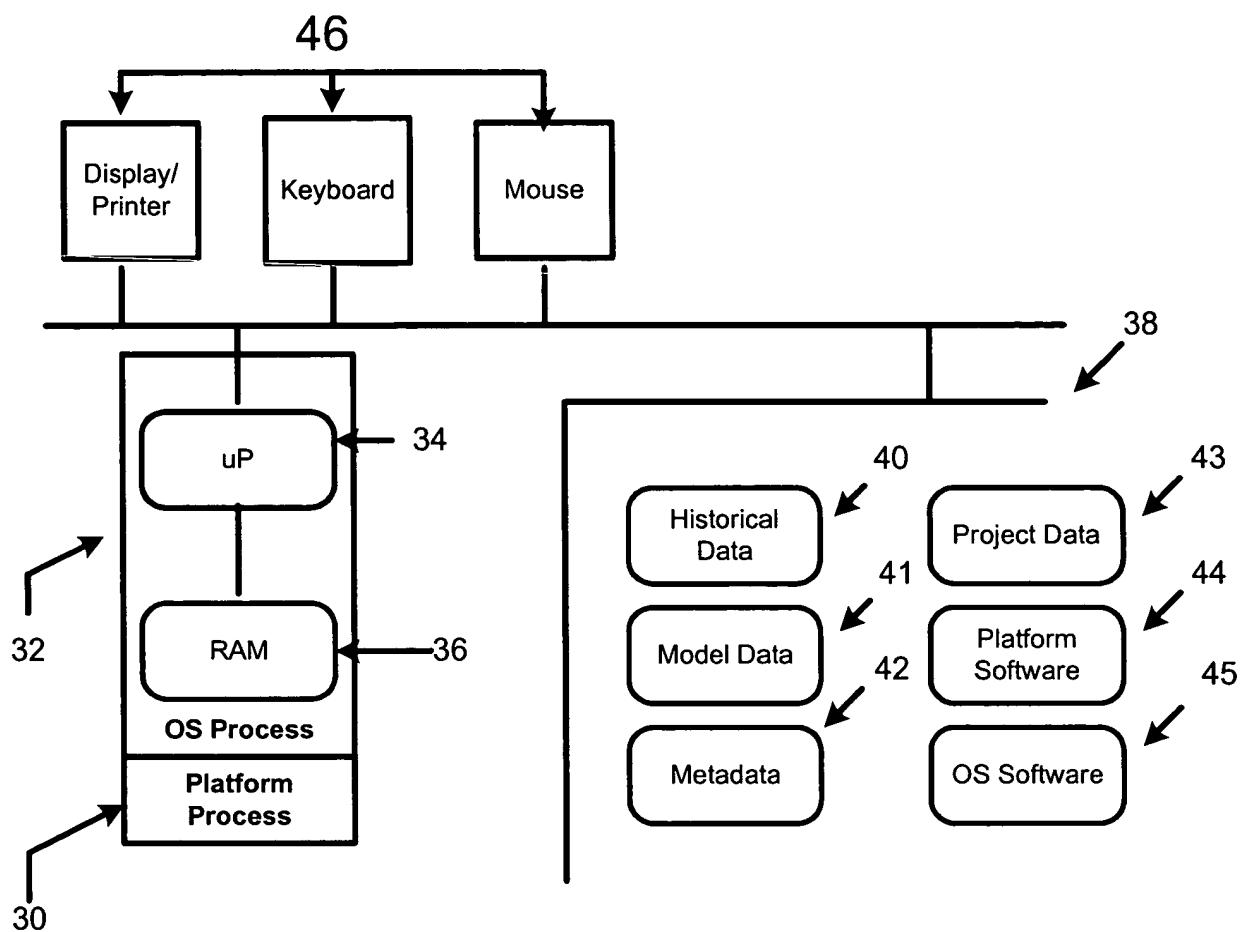


FIGURE 2

50

52

Field Name	Data Type	Description
ProjectID	AutoNumber	Unique Number indexing Model Projects
ProjectName	Text	Reference Name for Model Project
ProjectType	Text	Type of Model to be constructed (Response, Clone, Suppression,)
ProjectGoal	Text	Analyst-defined goal for current Model Project
ProjectBeginDate	Date/Time	Identifying Time Stamp for first use
ProjectEndDate	Date/Time	Last used Time Stamp
ProjectDataset	Text	Full pathname reference to Development dataset
ProjectDatasetDictionary	Text	Full pathname reference to metadata and Model status end data
ProjectLog	Text	Full pathname reference to log of Analyst decisions
DependentVariable	Text	Target variable selected for Model
ModelFitnessCriterion	Number	Desired c-index for Model set by Analyst
ModelPerformanceCriterion	Number	Desired zone of positive Model Gain set by Client
ModelPerformanceMonotonicityCriterion	Number	Desired level of Monotonicity
DevelopmentDatasetSize	Number	Total number of records in Development Dataset
PositiveOutcomes(%)	Number	Number of successful outcomes as a percent of Development Dataset Size
SampleSize(%)	Number	Size of Training Sample as a percent of total Development Dataset Size used for Candidate Model
VariableCount	Number	Initial Number of Predictor Variables
SampleDistribution	Hyperlink	Distribution of Predictor Variables: Graphs and Statistics
SampletDistribution	Hyperlink	Distribution of Predictor Variables for Positive and Negative Outcomes
InteractionTree	Hyperlink	Cross-validated Partition Tree for Key Predictor Variables
DimensionReductionMissingFilter	Number	Number of Predictor Variables Eliminated for Missing Variables
DimensionReductionCutoff	Number	Cutoff set by Analyst for Percent of Missing Values Acceptable
DimensionReductionMainEffects	Number	Number of Predictor Variables Retained for Main Effects
DimensionReductionMainEffectsCutoff	Number	Cutoff set by Analyst for Significance of Main Effects
DimensionReductionInteractionEffects	Number	Number of Predictor Variables Retained for Interaction Effects
DimensionReductionInteractionEffectsCutoff	Number	Cutoff set by Analyst for Significance of Interaction Effects
DimensionReductionVariableCount	Number	Number of Predictor Variables resulting from Dimension Reduction
CandidateModelChoice	Text	Model Type applied to Dimension Reduced Dataset
CandidateModelChoiceConstraint	Number	Retention Cutoff or Significance Level for Model Variables
CandidateModelResults	Hyperlink	Model Fitting Results
CandidateModelLiftChart	Hyperlink	Model Non-cumulative Lift Chart
CandidateModelPersistenceChart	Hyperlink	Model Persistence Chart for Key Variables
ValidationMethod	Text	Method Selected for Model Development Process Validation
ValidationMethodResults	Hyperlink	Model Application to Validation Dataset(s) Results
ValidationMethodLiftChart	Hyperlink	Model Validation Lift Chart
FinalModelResults	Hyperlink	Model Development Process applied to full Development Dataset Results
FinalModelLiftChartComparison	Hyperlink	Final Model applied to Sample and Validation Datasets for Cumulative Lift
FinalModelNonCumulativeLiftChartComparison	Hyperlink	Final Model applied to Sample and Validation Datasets for Non-cumulative Lift
FinalModelEquation	Text	Model Parameterized Equation using Model Transformed Variables
ScoringDataset	Text	Full pathname reference to Scoring File Input Dataset
DevelopmentScoringComparison	Hyperlink	Key Variable Comparison on Decile Basis
DevelopmentScoringDistributionComparison	Hyperlink	Propensity Score Distribution for Development and Scoring File (Subset)
ScoredResults	Text	Full pathname reference to Scoring File Output Dataset
InsightProfileMethod	Text	Method for Ranking Customer Insight Variables
InsightProfile	Hyperlink	Ranked List of Key Variables
InsightProfileChart	Hyperlink	Insight Chart of Key Variable Differential Contribution
FinalReportEntry	Memo	Final Report Description and Comments

FIGURE 3

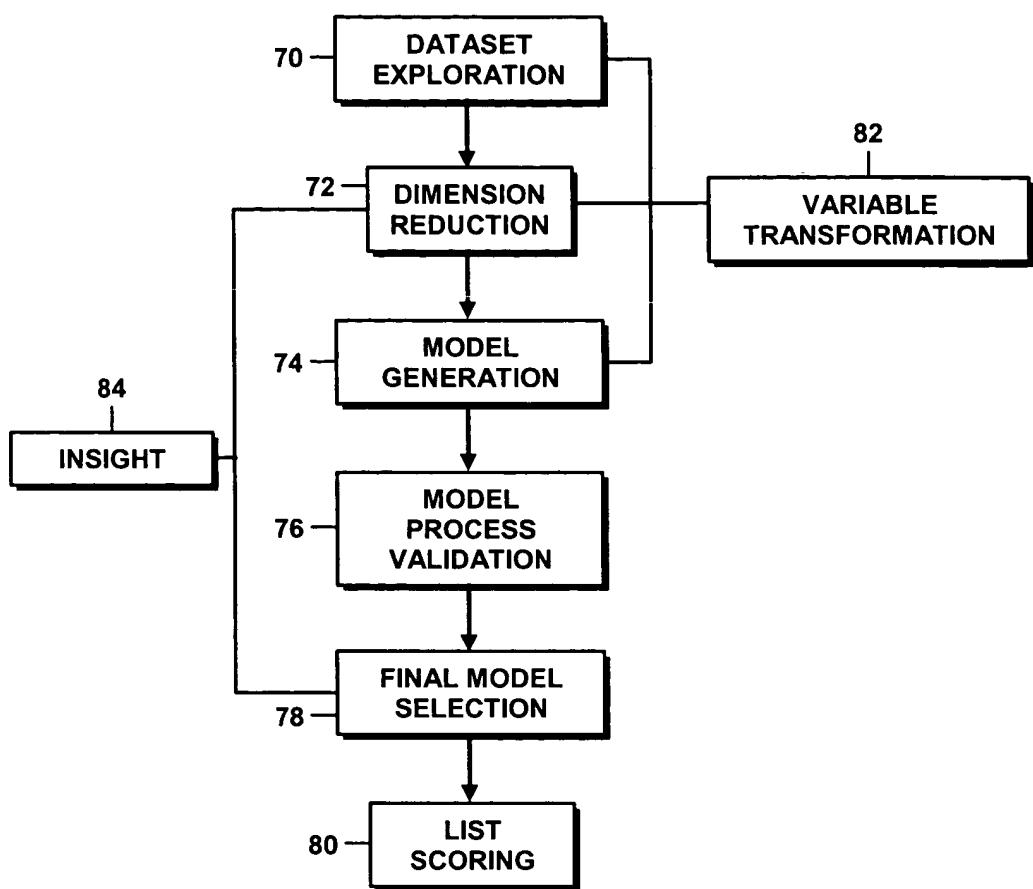


FIG. 4

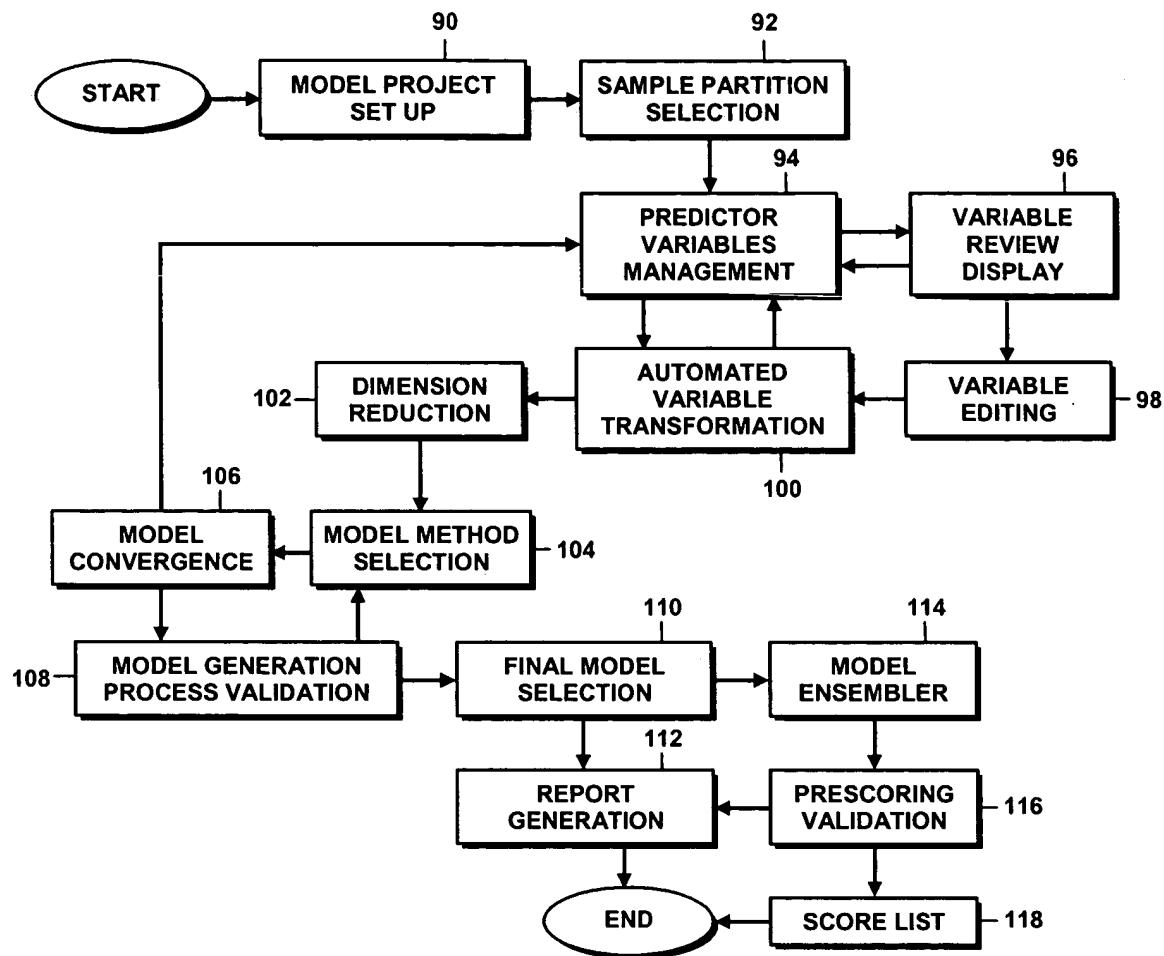


FIG. 5

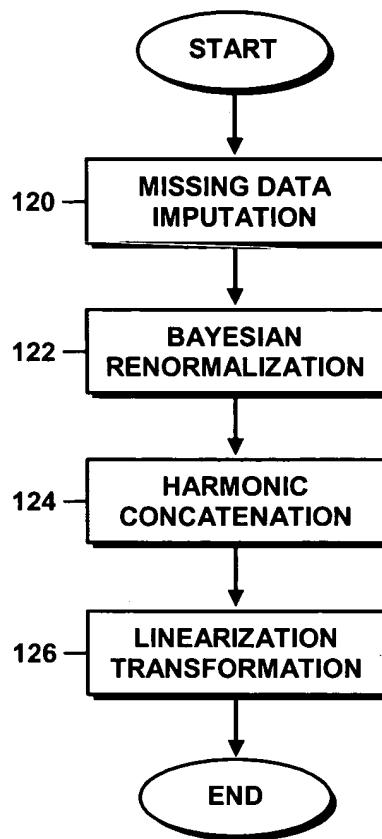


FIG. 6

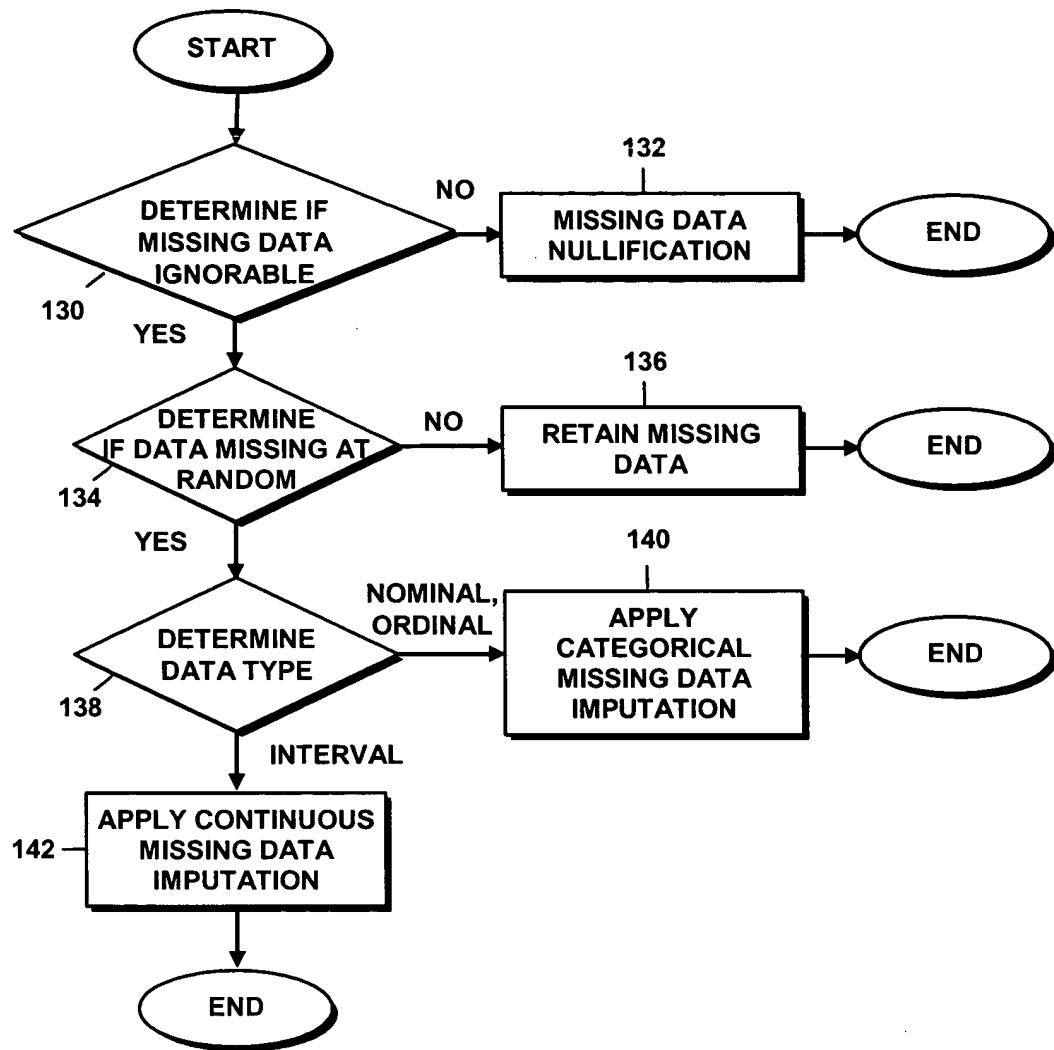


FIG. 7

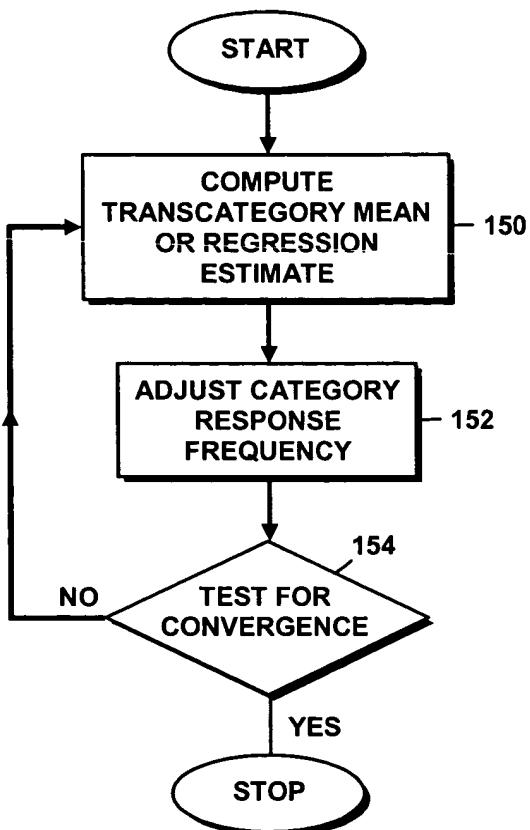


FIG. 8

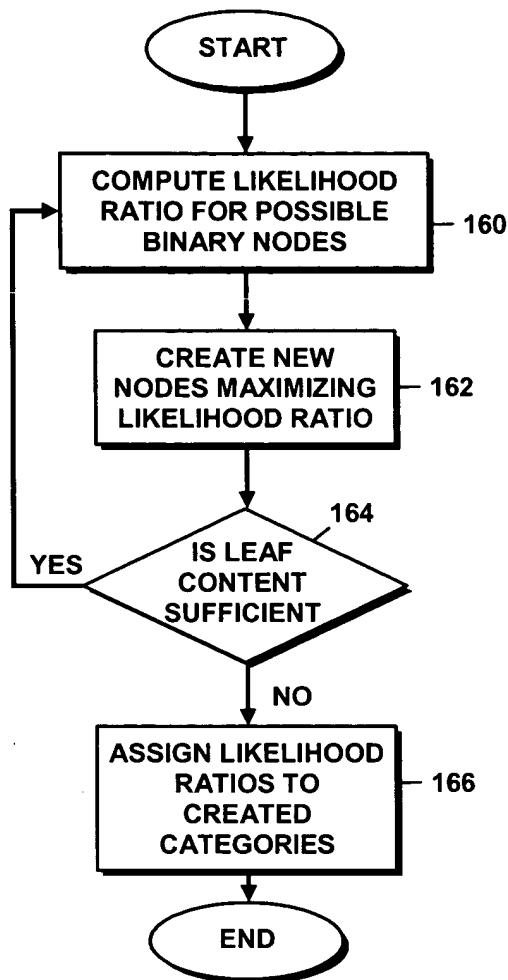


FIG. 9

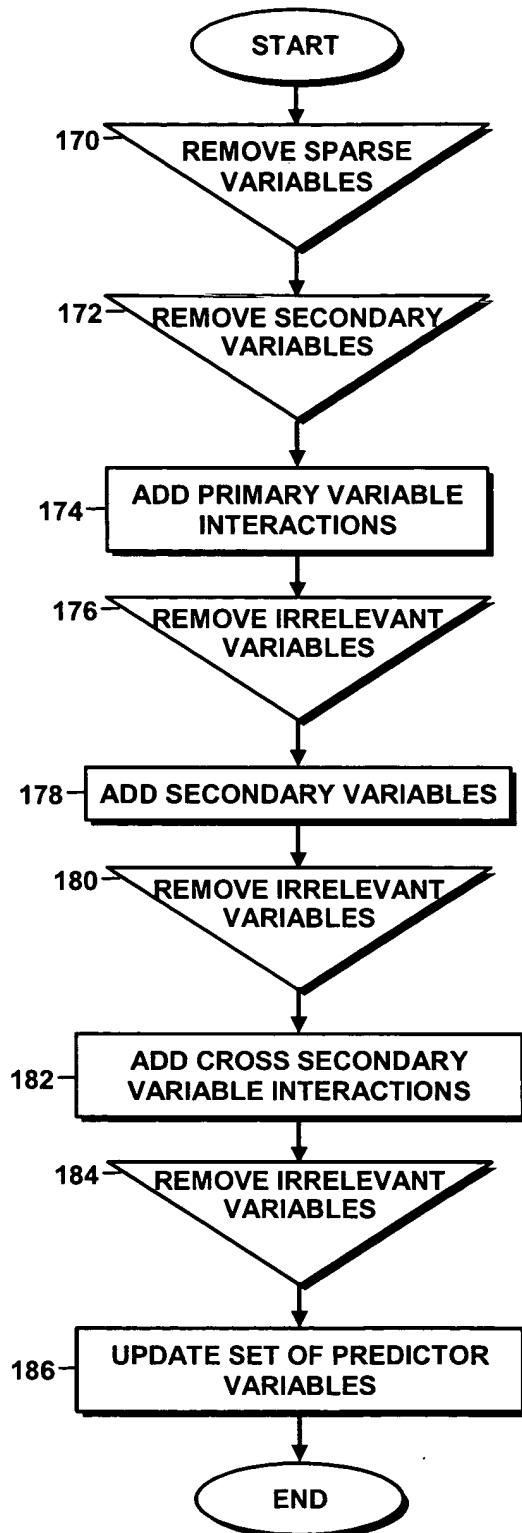


FIG. 10

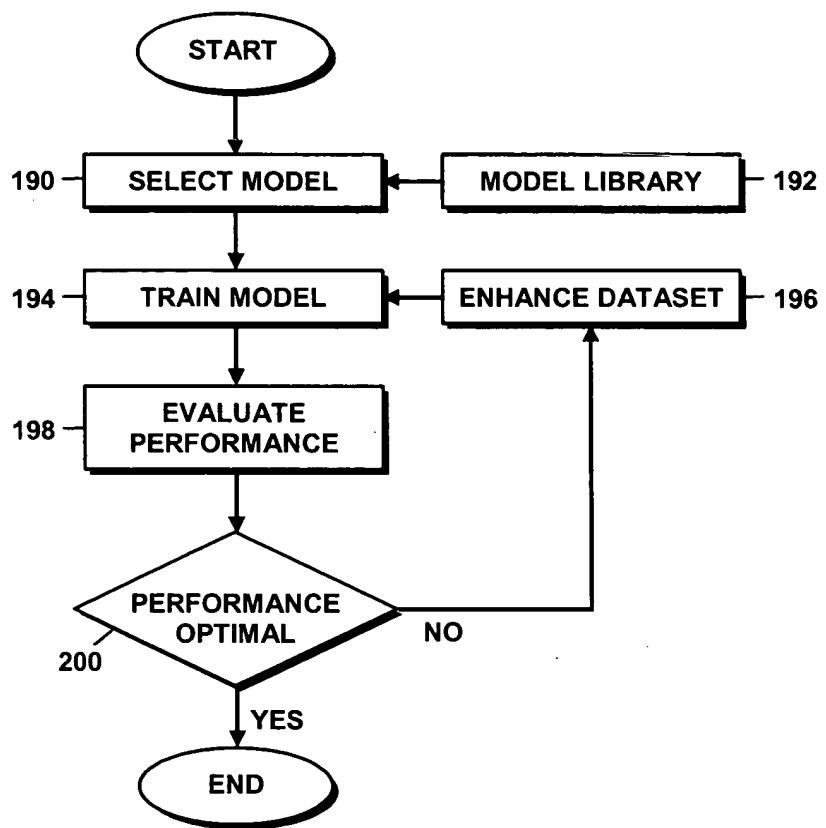


FIG. 11

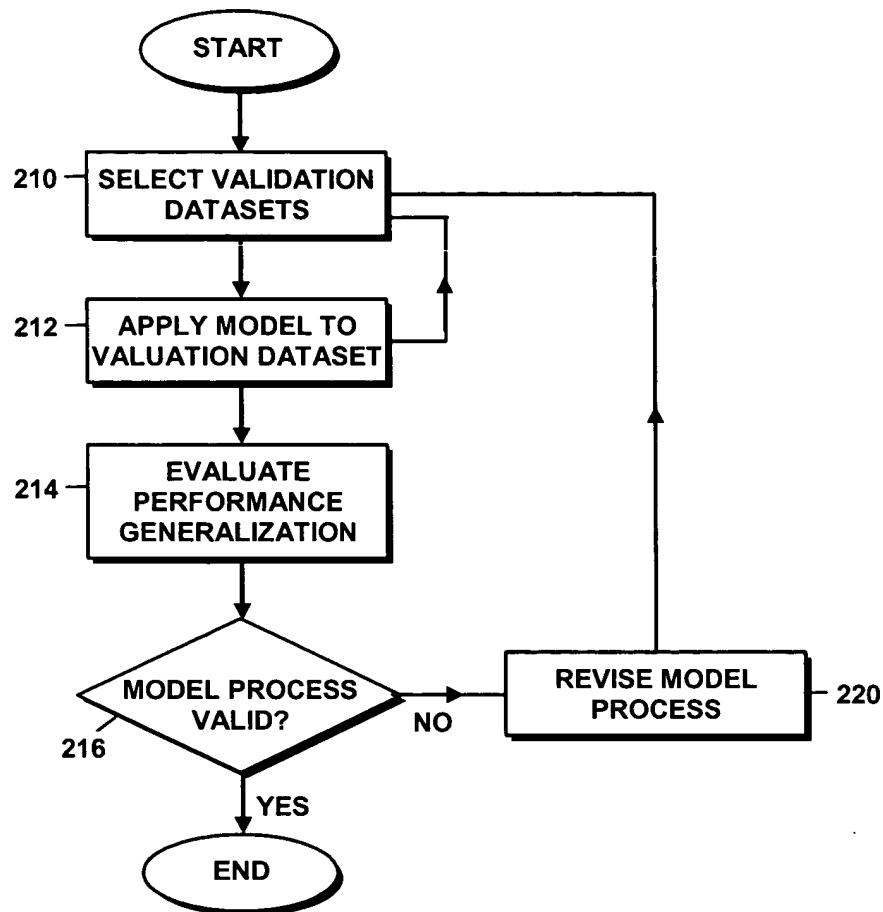


FIG. 12

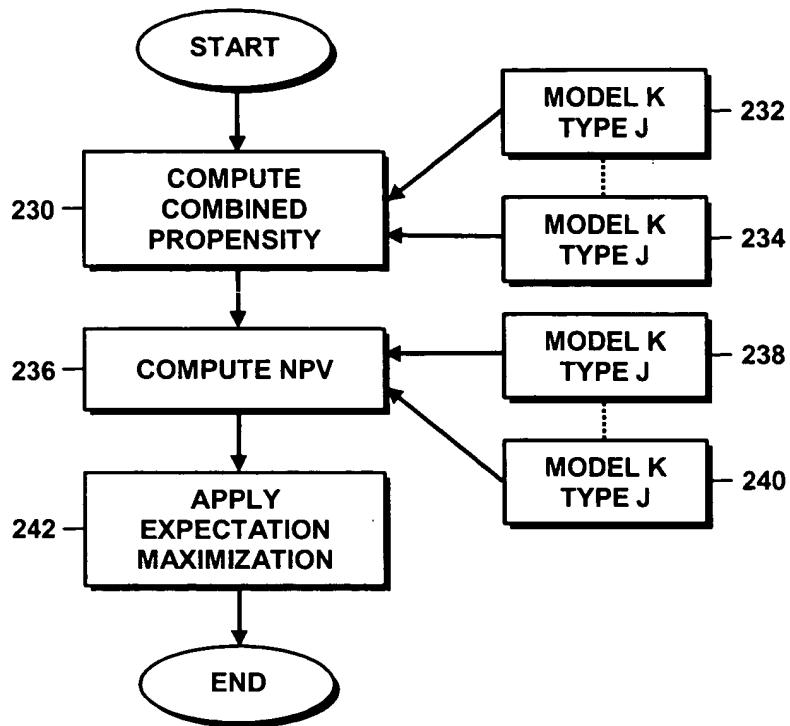


FIG. 13

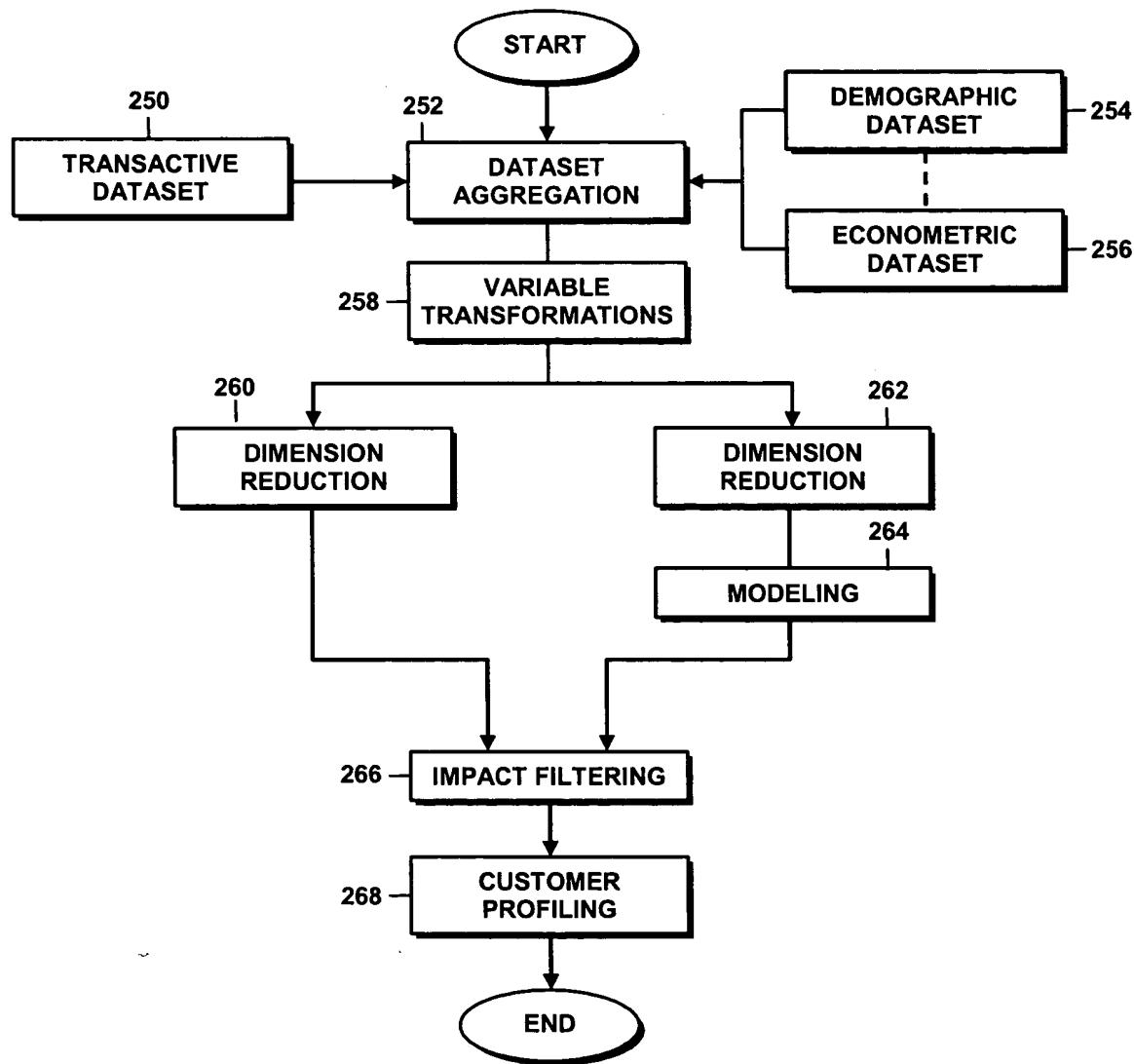


FIG. 14

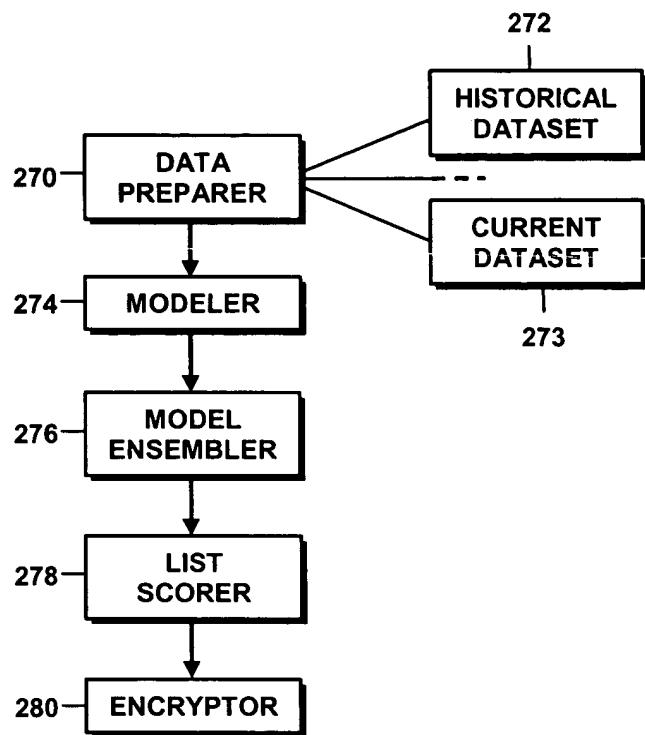


FIG. 15

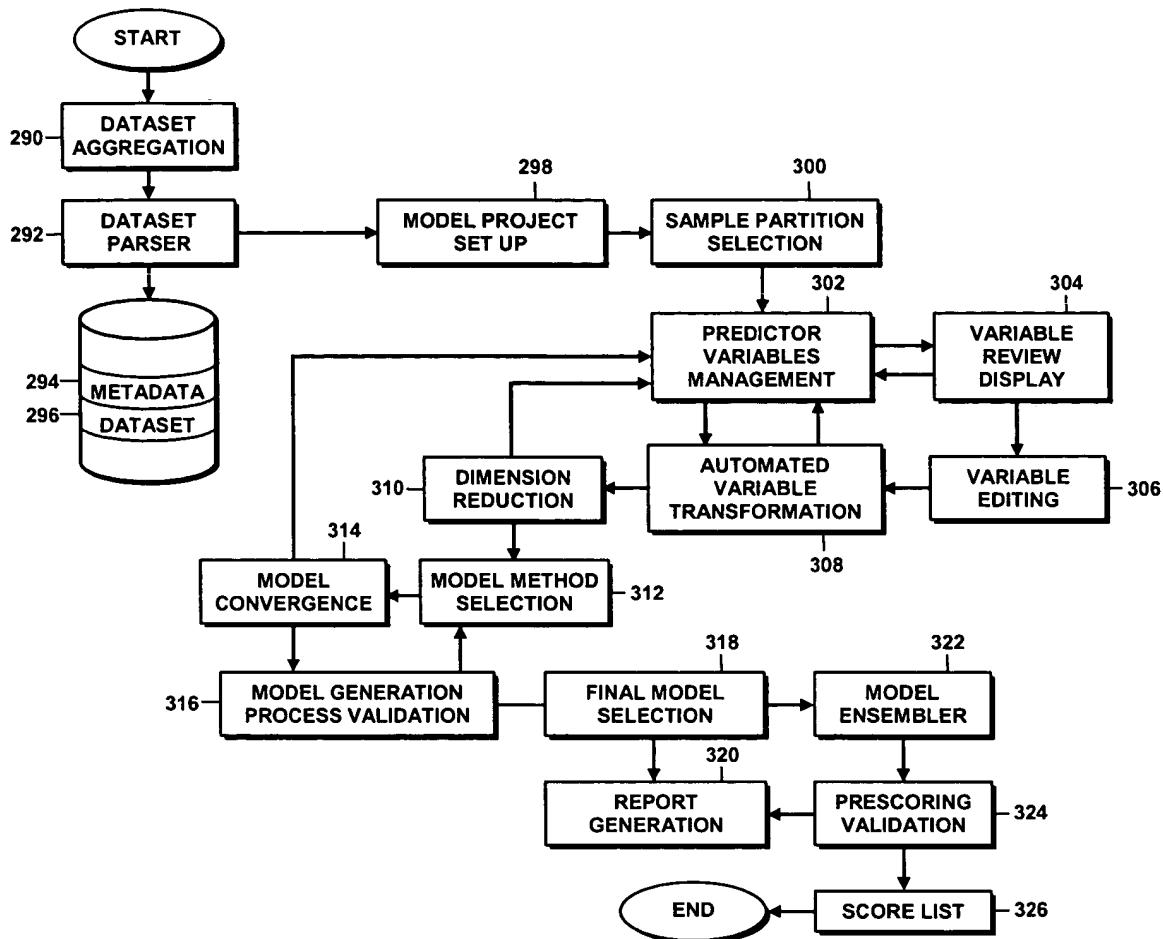


FIG. 16

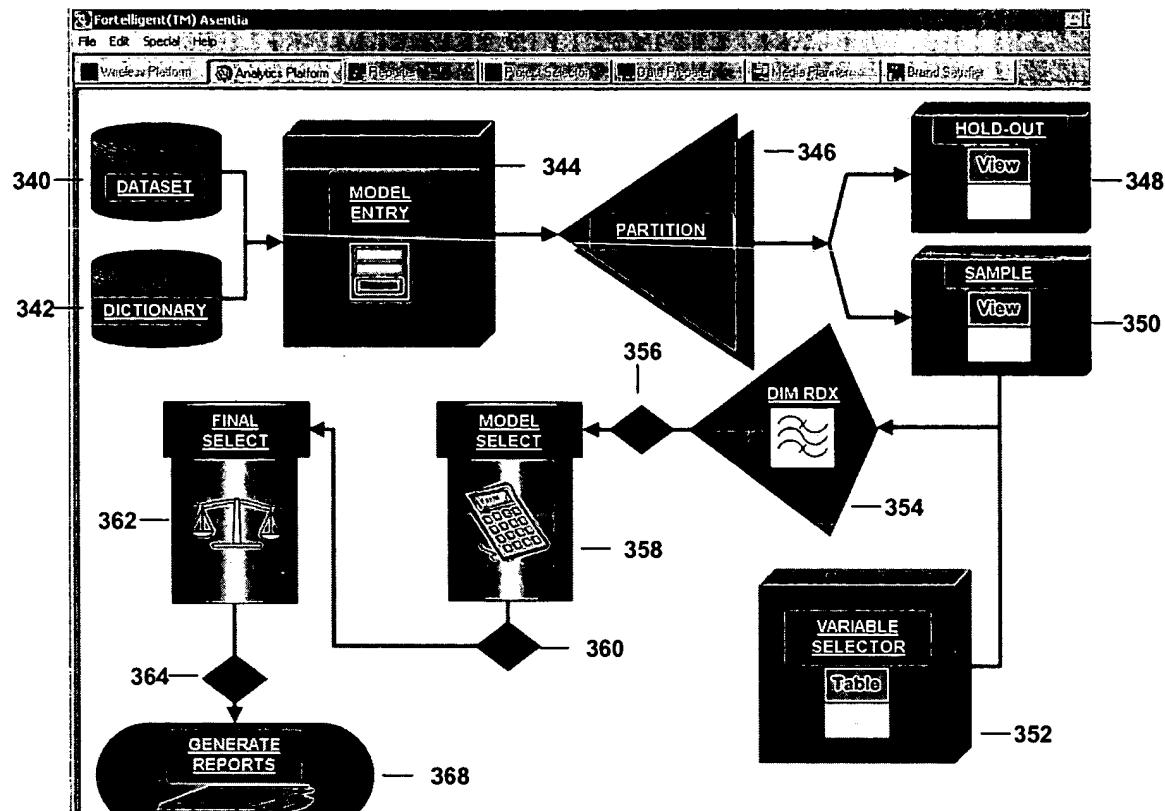


FIG. 17

Model Project Entry Form

Model Name	cme_Industries_Marketing_Model_7_03	Model Type	Contact_Suppression																								
Model Project Goal or Scope	Identify Optimal Prospects in Repeat Campaign																										
370	Browse Datasource	C:\TEMP\marketingdata.TXT																									
372	Browse Dictionary	C:\TEMP\DataDictionary1.mdb																									
374	Dependent Variable (Y)	Current_purchase																									
Candidate Model Properties		Model Constraints																									
Success criterion (c >)	0.70	Penetration Depth (%)	40																								
Success criterion (KS >)	0.25	<input checked="" type="checkbox"/> Monotone Lift Required																									
Model Regressor Variables		<input checked="" type="checkbox"/> Impute Missing Values																									
<table border="1"> <thead> <tr> <th>Variable</th> <th>Variable Description</th> </tr> </thead> <tbody> <tr> <td>CustomerID</td> <td>Identification Number for Customer</td> </tr> <tr> <td>Current_purchase</td> <td>Made a purchase in current campaign</td> </tr> <tr> <td>Recent_purchase</td> <td>Recently purchased</td> </tr> <tr> <td>Recently_contacted</td> <td>Contacted within last 8 months</td> </tr> <tr> <td>Very_recently_contacted</td> <td>Contacted within last 30 days</td> </tr> <tr> <td>Prior_contact_before_purchase1</td> <td>Contacted before purchase of first kind</td> </tr> <tr> <td>Prior_contact_before_purchase2</td> <td>Contacted before purchase of second kind</td> </tr> <tr> <td>Prior_purchase1</td> <td>Purchase of first kind in recent campaign</td> </tr> <tr> <td>Prior_purchase2</td> <td>Purchase of second kind in recent campaign</td> </tr> <tr> <td>No_recent_purchase1</td> <td>No purchase of first kind in recent campaign</td> </tr> <tr> <td>Regional_group1</td> <td>located in Zone 1</td> </tr> </tbody> </table>				Variable	Variable Description	CustomerID	Identification Number for Customer	Current_purchase	Made a purchase in current campaign	Recent_purchase	Recently purchased	Recently_contacted	Contacted within last 8 months	Very_recently_contacted	Contacted within last 30 days	Prior_contact_before_purchase1	Contacted before purchase of first kind	Prior_contact_before_purchase2	Contacted before purchase of second kind	Prior_purchase1	Purchase of first kind in recent campaign	Prior_purchase2	Purchase of second kind in recent campaign	No_recent_purchase1	No purchase of first kind in recent campaign	Regional_group1	located in Zone 1
Variable	Variable Description																										
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Very_recently_contacted	Contacted within last 30 days																										
Prior_contact_before_purchase1	Contacted before purchase of first kind																										
Prior_contact_before_purchase2	Contacted before purchase of second kind																										
Prior_purchase1	Purchase of first kind in recent campaign																										
Prior_purchase2	Purchase of second kind in recent campaign																										
No_recent_purchase1	No purchase of first kind in recent campaign																										
Regional_group1	located in Zone 1																										
376	<input type="button" value="Submit"/>																										

FIG. 18A

DataDictionary : Table

Variable	Variable Type	Variable Description	Variable Definition	Status
CustomerID	N	Identification Number for Customer	CustomerID	X
Current_purchase	N	Made a purchase in current campaign	Current_purchase	P
Recent_purchase	N	Recently purchased	Recent_purchase	P
Recently_contacted	N	Contacted within last 8 months	Recently_contacted	P
Very_recently_contacted	N	Contacted within last 30 days	Very_recently_contacted	P

FIG. 18B

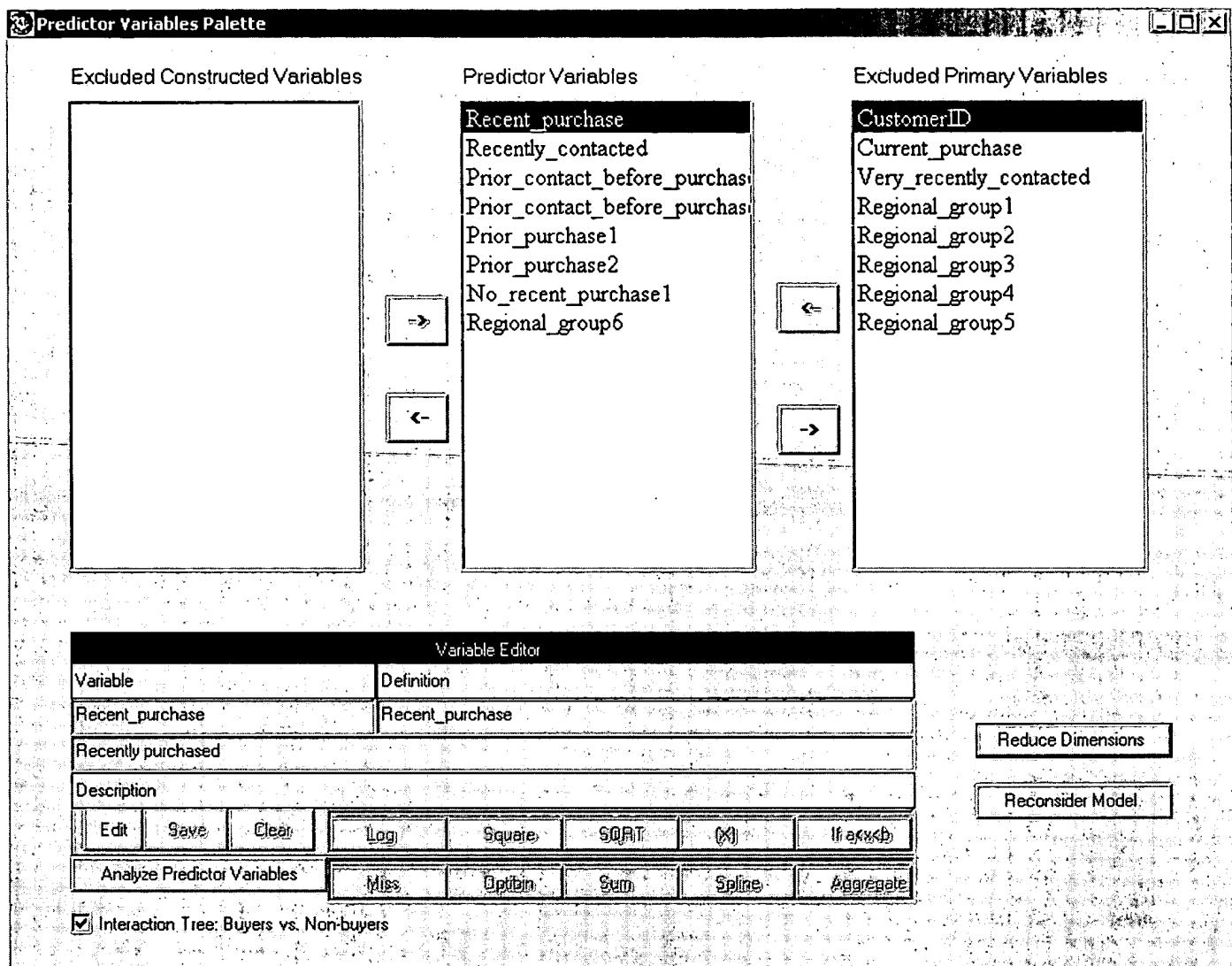


FIG. 19.

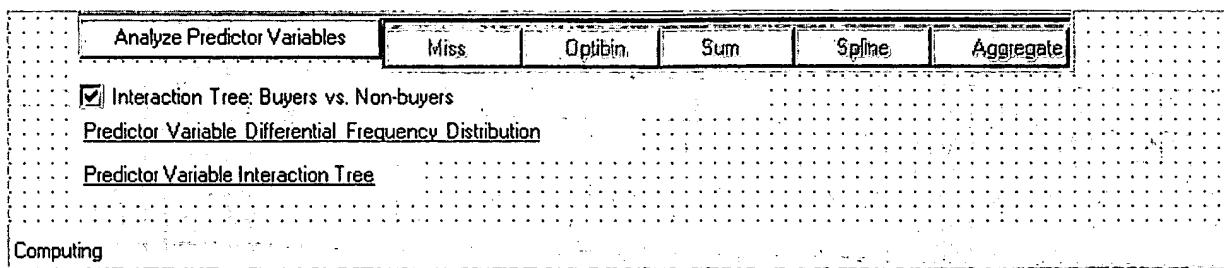


FIG. 20A

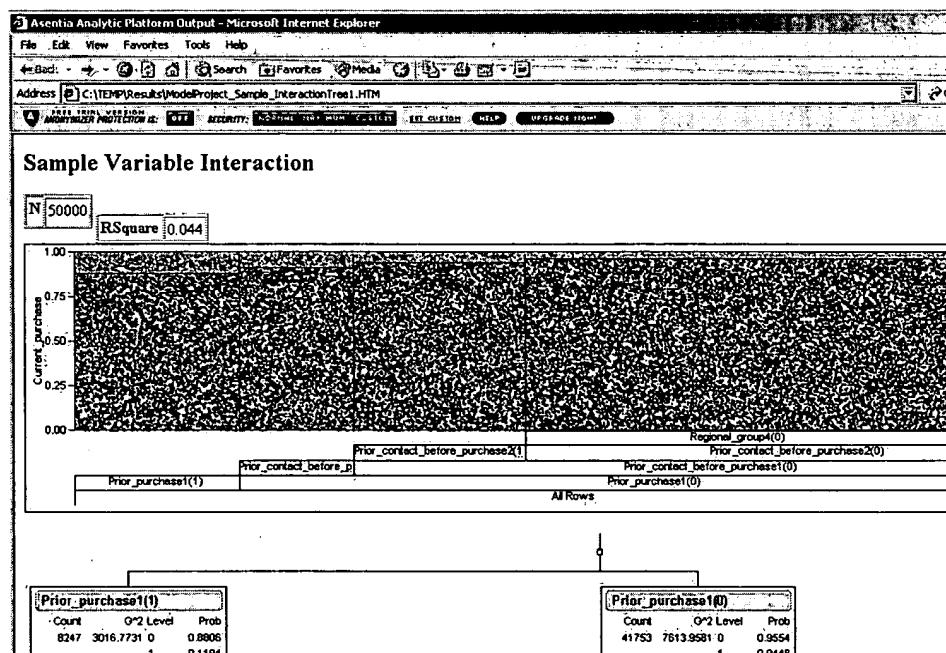


FIG. 20B

Variable Editor

Variable	Definition
Recent_purchase	Recent_purchase
Description	Variable Graph
Recently purchased <div style="display: flex; justify-content: space-around; align-items: center;"> Edit Save Clear Log Square SQRT (X) If a<x... </div> <div style="display: flex; justify-content: space-around; align-items: center; margin-top: 10px;"> Miss Optibin Sum </div>	

FIG. 21A

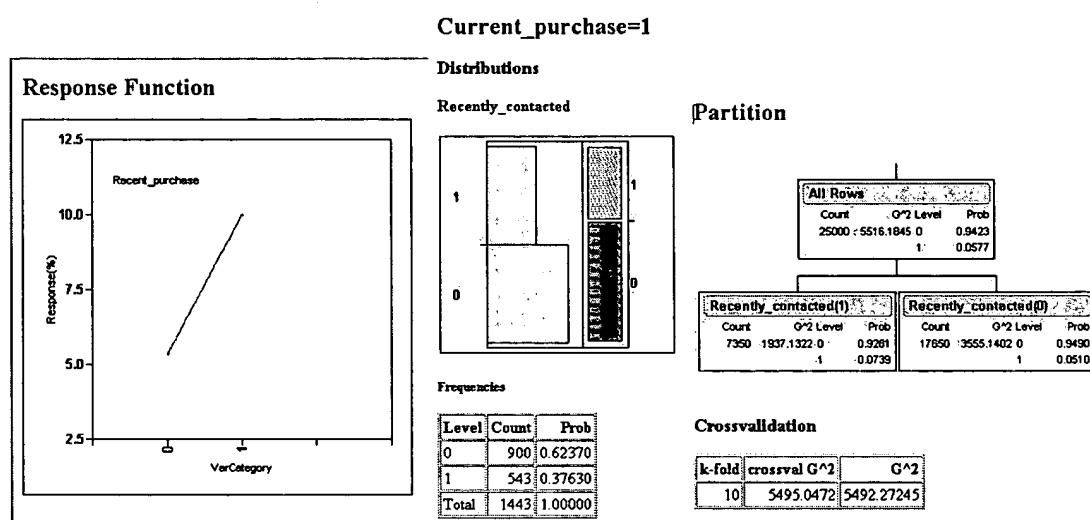


FIG. 21B

Variable Editor

Variable	Definition
Prior_purchase1	Prior_purchase1*
Description	Purchase of first kind in recent campaign
<div style="display: flex; justify-content: space-around; align-items: center;"> Edit Save Clear Log Square SQRT (X) </div>	

FIG. 21C

Variable Editor	
Variable	Definition
Prior_purchase1_I	Prior_purchase1*Prior_contact_before_purchase1
Description	Purchase of first kind in recent campaign AND Contacted before purchase of first kind
<input type="button" value="Edit"/> <input type="button" value="Save"/> <input type="button" value="Clear"/> <input type="button" value="Log"/> <input type="button" value="Square"/> <input type="button" value="SQRT"/> <input type="button" value="X"/>	

FIG. 21D

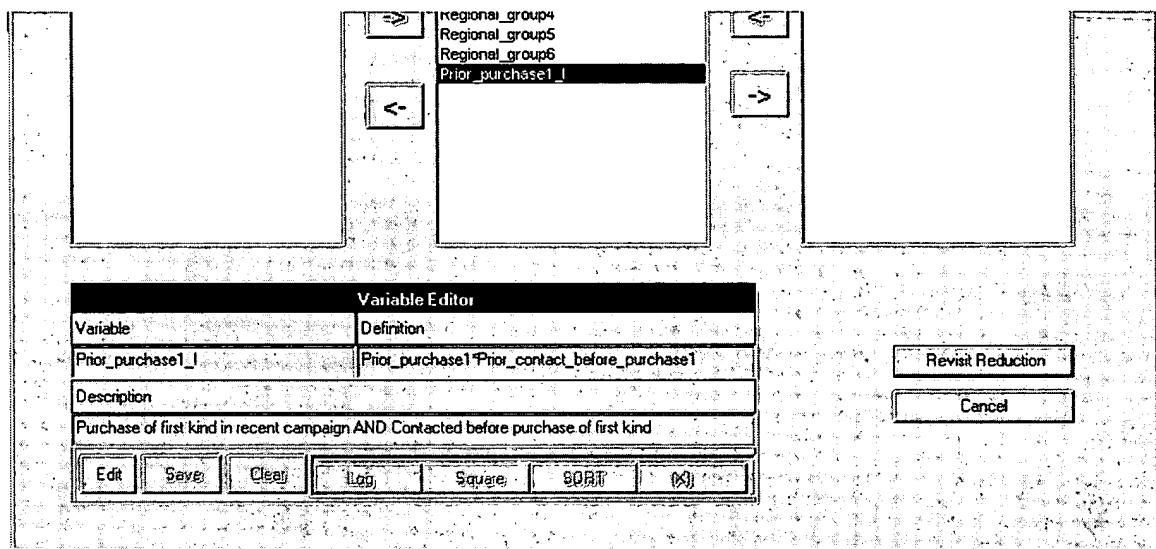


FIG. 21E

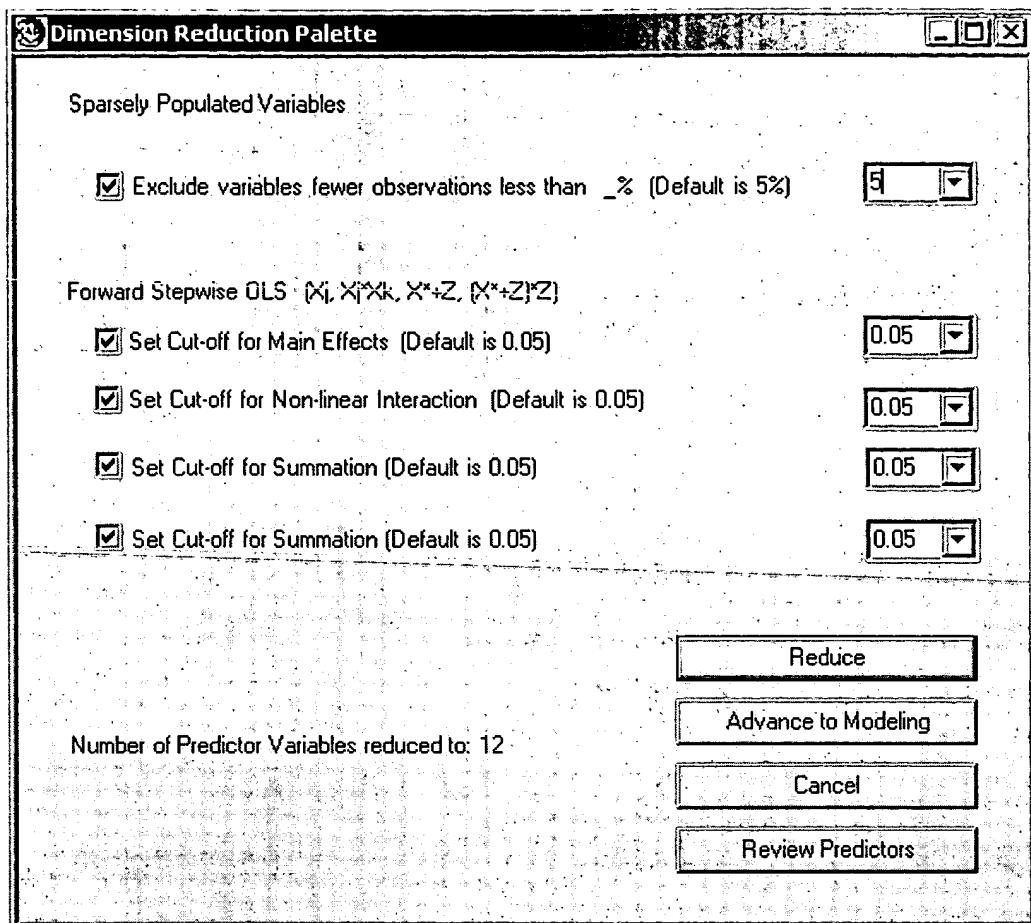


FIG. 22

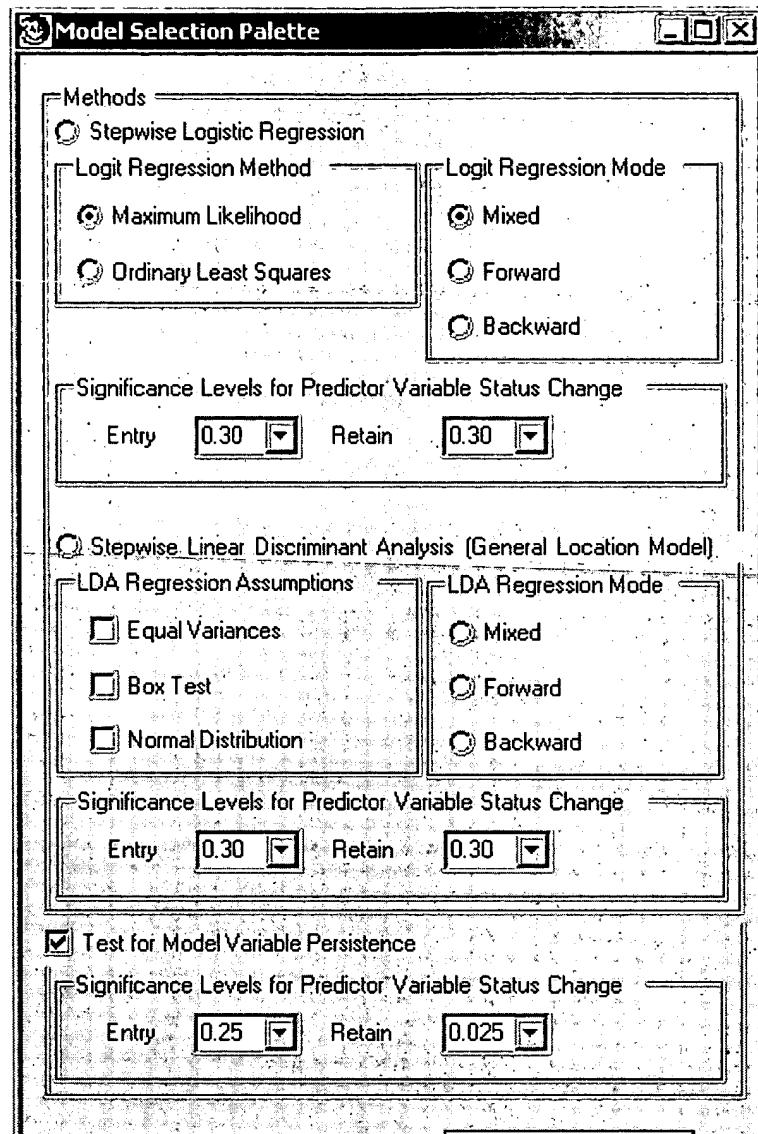
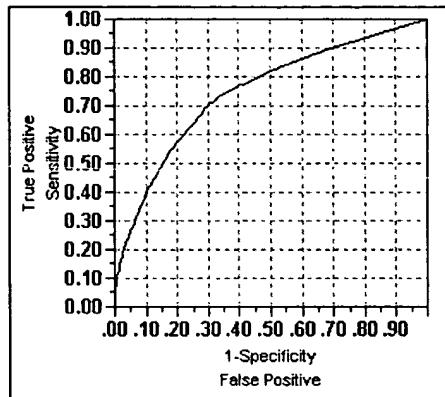
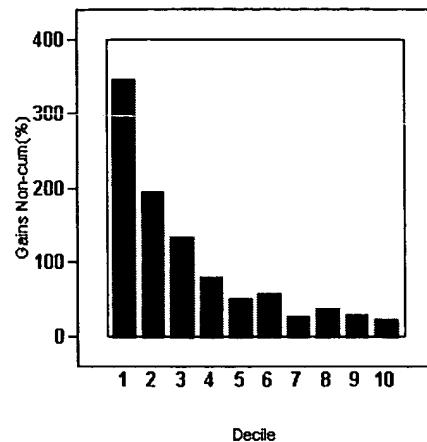


FIG. 23A

Receiver Operating Characteristic



Model Gains for Sample



Using Current_Purchase='1' to be the positive level
Area Under Curve =
0.74906

FIG. 23B

Persistence of Model for Key Predictor Variables

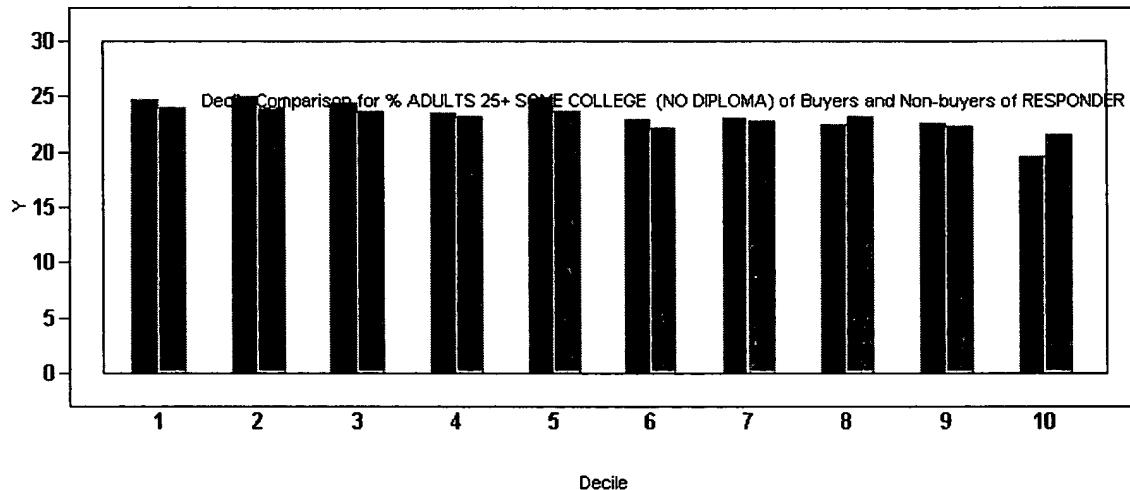


FIG. 23C

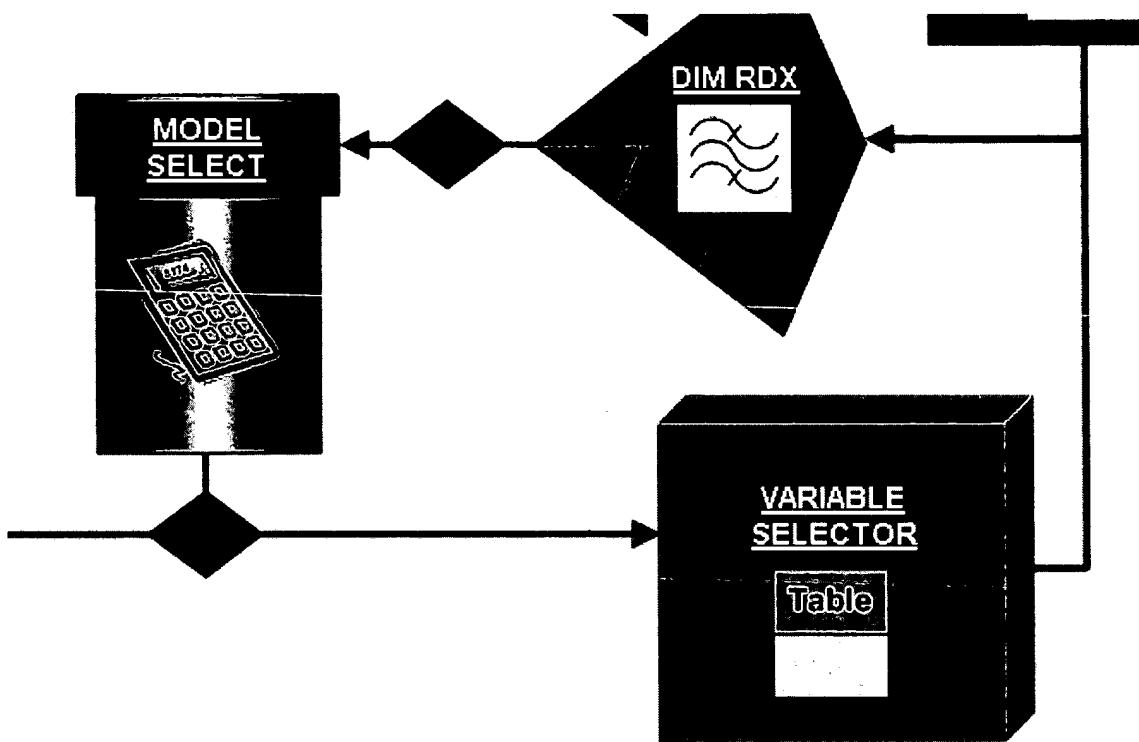


FIG. 24

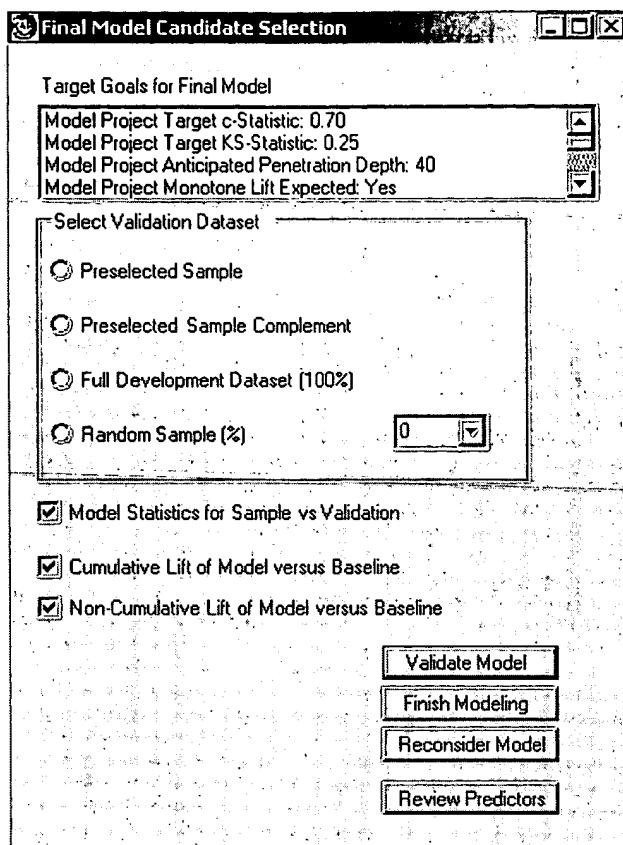
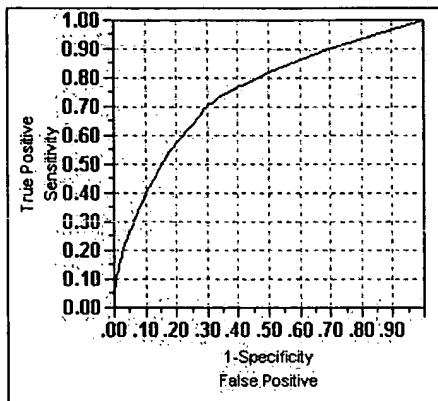


FIG. 25A

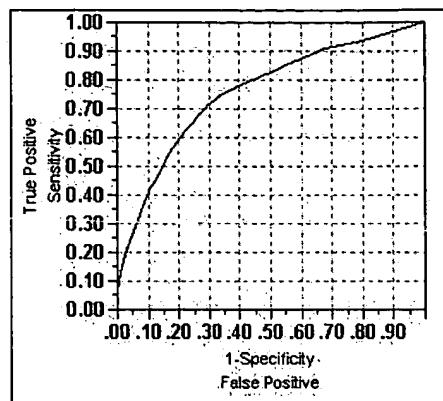
Receiver Operating Characteristic



Using Current_Purchase='1' to be the positive level
Area Under Curve =
0.74906

FIG. 25B

Receiver Operating Characteristic



Using Current_Purchase='1' to be the positive level
Area Under Curve =
0.75884

FIG. 25C



FIG. 26

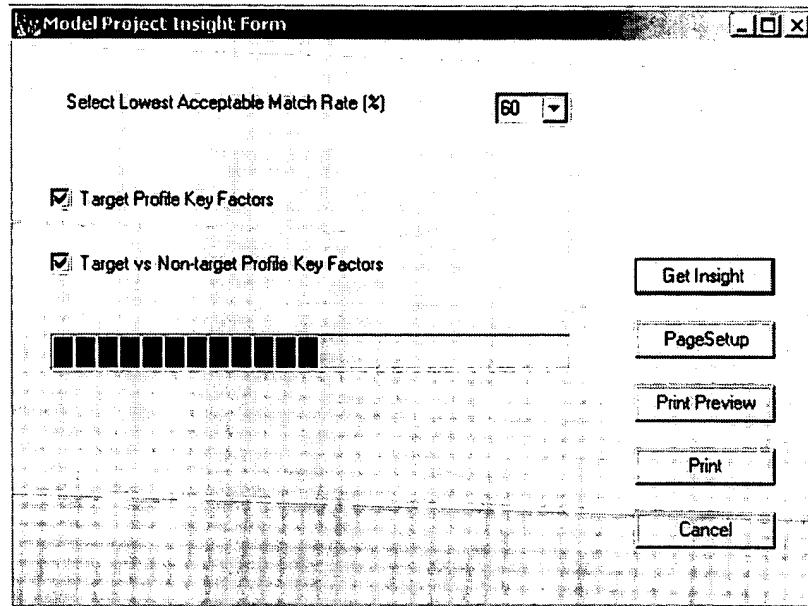


FIG. 27A

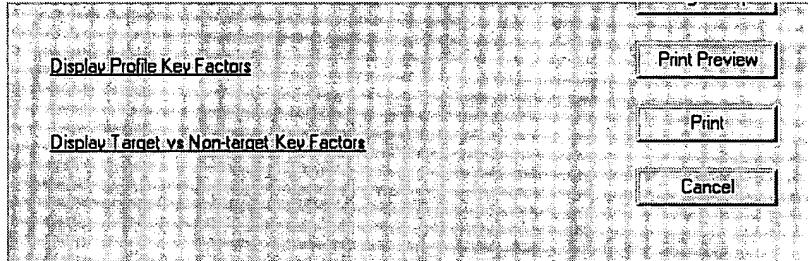


FIG. 27B

Fortelligent Analytic Platform Output - Microsoft Internet Explorer

File Edit View Favorites Tools Help

Back → Home Search Favorites Media

Address C:\TEMP\Results\ModelProject_KeyVariableProfile.HTM

ANONYMIZER PROTECTION IS: OFF SECURITY: NORMAL MAXIMUM CUSTOM

Current_purchase Profile

Existing users of Current_purchase tend to be . . .

1. Purchase of first kind in recent campaign
2. Contacted before purchase of first kind
3. Contacted within last 8 months
4. Purchase of second kind in recent campaign
5. No purchase of first kind in recent campaign
6. Recently purchased
7. Contacted before purchase of second kind
8. located in Zone 6

FIG. 27C

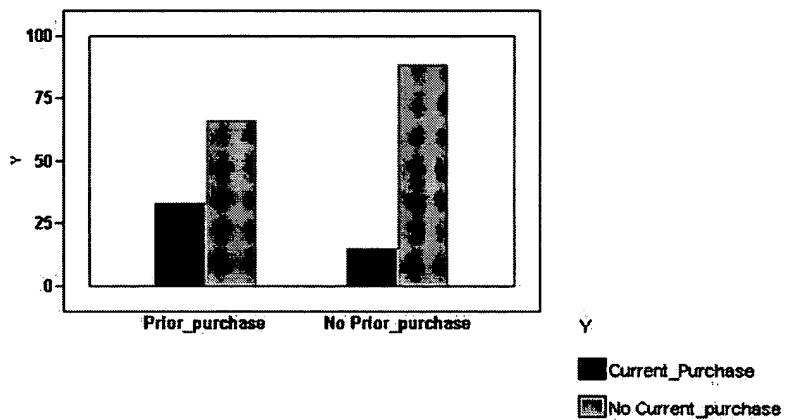


FIG. 27D